

NEWS RELEASE

METROPOLITAN YMCA
OF MONTREAL

SIR GEORGE WILLIAMS
UNIVERSITY AND SCHOOLS

Sir George Williams University
Alumni participation in the
\$7,000,000 Building Fund

From the Information Office
849 - 5331 Ext. 57

HARRY THOMAS

FOR IMMEDIATE RELEASE

Sir George Williams University Alumni leaders have undertaken to obtain full participation and significant financial support from members in their Alma Mater's \$7,000,000 national appeal for funds to complete financing of a new \$23,900,000 building. The organization of such an effort is not an easy assignment.

In the Montreal area alone, some 4,000 Sir George alumni reside. Plans are underway to carry out a personal canvass of each Montreal alumnus. It will take place during May.

In addition to the local alumni campaign another 1,200 members will be contacted by mail or by personal contact, where possible, in major Canadian, U.S. and World centers. Sir George alumni live in every Canadian province, in a majority of States in the U.S. and ~~on~~ every continent.

The canvass of Montreal alumni members will be carried out ~~on~~ a geographical basis. The City has been divided into areas; each area chairman will select team captains who in turn will form canvassing teams.

Theodore D. (Ted) Lande, Vice-President and General Manager of Community Finance Corp., Alumni campaign chairman, feels strongly that Sir George graduates will enthusiastically support this appeal if they are fully informed about the University's

plans and the great need that must be met. For this reason it is important to have the cooperation of press media to help us reach our Alumni who have so dispersed throughout the community.

Associate chairmen of the Alumni campaign are Jean J. Des Rosiers, Vice-President of Armand Des Rosiers Inc.; Charles Nichols, President of Woco Yarns; Ernest Brown, Secretary-Treasurer of Dominion Flour Co., and John R. Hannon.

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Nick J. Grycan, B. Com.,
Assistant Chief Accountant,
Head Offices, Bank of Montreal,
President, Association of Alumni.

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CAMPAGNE DE SOUSCRIPTION DE L'UNIVERSITE

SIR GEORGE WILLIAMS

Souscription des Anciens

LES DIRECTEURS:

Messrs Theodore D. Lande, Président de la campagne des Anciens,
Vice-Président et Gérant Général de Community Finance Corp.,
Jean J. Des Rosiers, Vice-Président de Armand Des Rosiers Inc.,
Charles Nichols, Président de Woco Yarns, Ernest Brown, Secré-
taire-Trésorier de Dominion Flour, John R. Hannon, de l'Association
des Anciens de l'Université Sir George Williams.

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L'Association des Anciens de l'Université Sir George

Williams tentera d'obtenir la participation de tous ses membres de même qu'un support financier sans président, afin de contribuer au succès de la campagne de souscription de l'Université Sir George Williams.

La direction de la campagne des anciens prépare un appel personnel, plusieurs anciens solliciteront leurs quelques 4,000 confrères qui demeurent à Montréal et les environs. Les autres seront approchés par correspondance.

Pour les fins de la campagne, on divisera la ville en plusieurs secteurs géographiques. D'ici peu, plusieurs anciens seront approchés afin de former des équipes, puisque la sollicitation aura lieu au mois de mai. On se souviendra que l'objectif total de la campagne est de \$7,000,000 et que le coût de l'édifice est de \$23,000,000.

M. Ted Lande espère compter sur la collaboration de tous les anciens et des journalistes Montréalais. Pour toute autre information veuillez communiquer avec M. J. Ferguson à VI.4-0131, poste téléphonique 51.